

ABSTRACT OF THE DISCLOSURE

An interest estimation means is provided for estimating, from user schedule information, what users are currently interested in. Advertisements
5 that accord with distribution conditions — which are based on these estimated user interests — are selected, and these advertisements are presented along with schedule information. In addition to user interests, the advertisement distribution conditions can include user whereabouts, and what advertisements a user has incorporated into his own schedule information.

00020.1859166